

OPNAV INSTRUCTION 3104.

From: Chief of Naval Operations  
To: All Ships and Stations (less Marine Corps field addressees not having Navy Personnel attached)

Subj: NAVAL VISUAL INFORMATION AND COMBAT CAMERA PROGRAM (NAVIP) POLICY AND RESPONSIBILITIES

Ref: (a) Assistant Secretary of Defense Memo Subj: Management of Federal Information Resources of 5 Mar 96(NOTAL)  
(b) SECNAVINST 3104.1 (NOTAL)  
(c) DOD Directive 8000.1 of 27 Oct 92 (NOTAL)  
(d) OPNAVINST 4000.84B (NOTAL)  
(e) OPNAVINST 4860.7C (NOTAL)  
(f) SECNAVINST 5212.5D  
(g) OPNAVINST 1500.73 (NOTAL)  
(h) OPNAVINST C3501.2J (NOTAL)  
(g) DoD Directive 5040.2 of 2 Dec 87

Encl: (1) Committees, Working Groups, and Panels  
(2) Visual Information (VI) Definitions

**1. Purpose**

- a. To implement the audiovisual/Visual Information and Combat Camera aspects of references (a) through (h).
- b. To provide policy guidance necessary to achieve the vision of the Navy VI Strategic Plan.
- c. To establish Navy Visual Information (VI) and Combat Camera (COMCAM) Program (NAVIP).
- d. To establish the Navy Visual Information and Combat Camera Steering Committee.
- e. To authorize publication of instructions to implement Navy VI Management, Imagery Management, VI Equipment Management, AV and VI Production Management, and the Navy Combat Camera (COMCAM) Program.
- f. To assign responsibilities for the implementation of the NAVIP.

**2. Background**

- a. The 1995 DoD VI Functional Process Improvement (FPI) Study confirmed that continuing process improvements to Department of Defense (DoD) and DON VI and Combat Camera (COMCAM) support, management and resources and guidance are required. A concept was developed at the 1996 DON VI and COMCAM Managers Workshop to embody principal policy and guidance for VI and COMCAM in a parent directive and to develop the additional separate instructions which are authorized in paragraph 1e. This is the parent directive. The additional instructions have been written and coordinated.

b. The new NAVIP provides broad policy guidance. This instruction implements the VI and audiovisual-related aspects of references (a) and (b) plus pertinent provisions of the rescinded Office of Management and Budget Circular A-114, which were incorporated into the enclosure of reference (a) (i.e., OMB Circular A-130).

c. Also addressed are changes in the former Naval Imaging Program (NAVIMP) which resulted from the 1992 Auditor General of the Navy report which recommended transferring responsibility for VI equipment requirements, validation, priorities, funding and procurement from the Naval Air Systems Command to the major claimants.

**3. Applicability and Scope.** This instruction applies to all Navy activities. The NAVIP includes still and motion imagery, audio, graphic arts, visual aids, models, displays, visual presentation services, and the processes and resources that support them. It also encompasses the DoD term "Visual Information (VI)." Emphasis is placed on controlling proliferation of facilities, equipment, manpower, products, productions and services.

**4. Definitions.** See enclosure (2).

**5. Mission and Role of Naval VI and COMCAM - To provide:**

a. The National Command Authority (NCA), the Chairman of the Joint Chiefs of Staff, the Military Departments and the Unified Combatant Commanders with a directed COMCAM imaging capability in support of operational and planning requirements during world crises, contingencies, exercises and wartime operations;

b. Visual Information Documentation (VIDOC) to include: Combat Camera Documentation (COMCDOC), Operational Documentation (OPDOC), Technical Documentation (TECDOC), and related functions using motion video, still imaging, audio, graphics and other VI systems;

c. Shipboard and Shore-based VI Support Centers (VISC) and VI Activities which provide products and services including: motion media, still imaging, graphics (including computer graphics for VI purposes), VI library, presentation services, and other specific VI services needed at base level and afloat;

d. VI products (imaging and graphics) and audiovisual (AV/VI) productions in support of Navy operations, education and training, internal and external information and other functions;

e. VI products documenting the Navy's people, weapons systems, operations and historic events to the DoD Records Center, and;

f. VI functions in support of specific requirements of video teleconferencing (VTC) (including video teletraining and telemedicine), interactive courseware (ICW), direct broadcast system (DBS) and other computer/telecommunications/visual information based technology systems.

## **6. Policy**

a. Per reference (b), a flag officer shall be designated to provide oversight and maintain, evaluate, and manage the NAVIP and its resources, including the Navy COMCAM Program; and in addition, to establish and sponsor the Navy Visual Information and Combat Camera Steering Committee (NVISC) which makes recommendations on VI policy and standards. The NVISC will consist of representatives as outlined in enclosure (1).

b. The Navy shall maintain dedicated VI and COMCAM resources to provide:

(1) Rapid deployable COMCAM assets for the planning and execution of operational imagery documentation of force deployments and activities before, during and after military engagements, operations and emer-

gency actions, that will be available for tasking by:

- (a) Fleet and cognizant commanders of the Operating Forces of the Navy and their staffs;
- (b) The Unified Combatant Commands, the Sub-unified Commands and Joint Task Force Commanders and their staffs, and;
- (c) The National Command Authority (NCA), Joint Staff and other Federal Agencies, as directed.

- (2) A training capability and career progression for Navy VI and COMCAM personnel,
- (3) VI personnel required to support afloat, shore and overseas commitments on a rotational basis, and;
- (4) Shorebased and shipboard VI equipment requirements, and support to the Other Procurement Navy/Other Photographic Equipment (OPN/OPE) Program AKA Digital Photo Lab (DPL) Program for the transition of aircraft carrier (CV/CVN) VI labs to digital imaging.

c. Each major claimant will maintain a Major Claimant VI Management Office (MCVIMO) at the headquarters level, and will ensure all aspects of the NAVIP are managed and operated in accordance with the instructions authorized in paragraph 1.

d. Navy major claimants will provide the resources to maintain:

- (1) General purpose VI support that satisfies DON requirements for VI documentation, production, distribution, records centers, and installation level support other than COMCAM;
- (2) General purpose VI support for Navy education and training, and internal and external information requirements;
- (3) Dedicated VI support of such activities as medical and intelligence functions; and for research, development, test, and evaluation (RDT&E), and;
- (4) Life-cycle management of VI, COMCAM and other audiovisual records.

e. Major claimants shall separately budget and account for VI support and equipment by adhering to Assistant Secretary of the Navy (Financial Management and Comptroller) (ASN (FM&C)) regulations, except for Digital Photo Lab (DPL) equipment and other systems for aircraft carrier (CV) photo labs supported by the Other Procurement Navy/Other Photographic Equipment (OPN/OPE) Program managed by Chief of Naval Operations (CNO) (N09C1) and Program Executive Office for Tactical Aircraft Systems (PEOTACAIR (PMA-241)).

f. VI and COMCAM records are an important and often only source of operational and technical information for decision making at all levels. They provide historical documentation, public affairs information and serve other purposes in the Navy mission.

g. A central management office shall be maintained at the CNO level to be responsible for all VI and COMCAM matters per reference (b).

h. VI productions shall be used to support mission requirements, per references (a) and (b), when they have been justified by front-end analysis and are cost-effective.

i. Original VI productions, products, and associated administrative records shall be controlled throughout their life cycles per reference (b) and disposed of per reference (f).

j. VI activities shall be authorized and managed per reference (b) and the Navy VI Management Instruction authorized in paragraph 1; shall support all DoD organizations and commands within a geographic area with Interservice, interdepartmental and interagency support managed per reference (d); shall be defined as commercial activities (CA) except for combat and combat support elements per reference (e); shall be consolidated into as few activities as possible; and shall be operated in the most cost-effective manner. Where physical consolidation is not feasible or economical, these activities shall be managed centrally. Joint Visual Information Services (JVIS) may be managed separately.

k. The management and operations of VI imaging and graphics activities shall be in accordance with the VI Management Instruction authorized in paragraph 1.

l. Visual Information equipment shall be managed in accordance with the VI Equipment Management Instruction authorized in paragraph 1.

m. Visual Information and Audiovisual (AV) productions shall:

(1) Be managed in accordance with the AV and VI Production Management Instruction authorized in paragraph (1). They shall be used to support mission requirements, per reference (b), when they have been justified by front-end analysis and are cost-effective.

(2) Computer-based training and Interactive Courseware are managed in accordance with reference (g). Products that meet the criteria as VI/AV productions shall be managed per paragraph 6m(1).

n. Combat Camera Operations shall be managed in accordance with the Navy Combat Camera (COMCAM) Program Instruction authorized in paragraph 1.

o. Visual Information resources, facilities and production requirements common to other DoD components shall be coordinated to ensure optimum use.

p. The Defense Visual Information Center (DVIC) and DoD VI product distribution centers shall be supported and used.

q. Operational test and evaluation of VI equipment shall be coordinated with CNO (N09C1) to eliminate unnecessary duplication.

r. The life-cycle management of VI records shall be in accordance with reference (f) and the Imagery management Instruction authorized in paragraph 1.

## **7. Responsibilities**

a. Chief of Naval Operations

(1) The Special Assistant for Public Affairs Support (CNO (N09C)) consistent with reference (b) shall:

(a) Serve as the flag officer to provide oversight and to manage the Navy VI and COMCAM Program.

(b) Issue policies, doctrine, guidance, direction, planning, assessment, and procedures to implement the VI and audiovisual aspects of the instructions authorized in paragraph 1.

(c) Monitor and evaluate planning and programming for VI COMCAM resources.

(d) Serve as the VI and COMCAM warfare sponsor, as delineated by reference (h), to establish, review and maintain Required Operational Capabilities/Projected Operational Environment (ROC/POE) statements for COMCAM and those fleet units with a VI mission.

(e) Serve as the primary advisor for the Photographer's Mate (PH) rating.

(2) The Assistant for Naval Media (CNO (N09C1)) shall:

(a) Advise and assist CNO (N09C) in implementing VI COMCAM plans and policies and provide oversight and evaluation for the effectiveness of VI COMCAM Programs. (See the instructions authorized in paragraph 1.)

(b) Serve as the senior Navy representative for VI and COMCAM matters.

(c) Function as the OPNAV program manager for the OPN/OPE (DPL) Program. As program manager, CNO (N09C1) is the operating executive that provides managerial objectivity to the program, establishes goals and objectives, approves requirements, and assures the program is proceeding per CNO guidance.

(d) Conducts review and provides clearance of completed VI productions for public exhibition and sale under SECNAVINST 5720.44A.

(e) Designate a qualified VI & COMCAM Officer on the N09C1 Staff as the CNO COMCAM Officer.

(f) Provide leadership for development of Navy VI COMCAM program guidance, policies, management objectives, plans, programs, architecture and systems integration.

(g) Ensure that timely implementing COMCAM and VI guidance and procedural instructions are developed and disseminated to Navy components and activities, and that such guidance and responsibilities are promptly and thoroughly executed.

(h) Advise and assist Navy VI COMCAM Program Resource Sponsors to include formulation of Program Objective Memorandum (POM) and justification of special exhibits.

(i) Review, approve and assign production or contracting responsibilities for VI Productions under the Government-wide AV production contracting system.

(j) Support and encourage the DoD-wide use of VI productions.

(k) Provide oversight for the life-cycle management of VI productions.

(l) Manage the VI Production Awards Programs.

(m) Approve the establishment of VI activities; assign permanent Defense Visual Information Activity Number (DVIAN); maintain permanent documentation that supports the establishment, continuance, or closure of those activities; and conduct periodic reviews to ensure cost-effective and efficient operation.

(n) Serve as Navy focal point for VI and COMCAM equipment and systems standardization, interoperability, operational test and evaluation and validation of VI and COMCAM requirements for Equipment and Material Allowance Authorizations for shipboard and shore based VI activities and photographic labs.

(o) Coordinate manpower requirements per the Manual of Navy Total Force Manpower Policies and Procedures (OPNAVINST 1000.16J). Coordinate with CNO N13 as appropriate on personnel requirements, plans, actions, and training to ensure effective management of VI and COMCAM career fields.

(p) Serve as primary advisor and technical advisor for enlisted ratings primarily employed in VI COMCAM functions.

(q) Provide technical advice and assistance to Navy headquarters personnel management office in developing manpower and personnel requirements needed to effectively support VI COMCAM missions DON-wide.

(r) Serve as Navy focal point for VI COMCAM support for war planning, contingency planning and exercises planning. Monitor mobilization plans for VI capabilities and assets. Represent Navy COMCAM on the DoD Joint COMCAM Planning Group

(s) Gather and consolidate management information on VI COMCAM assets as required. Conduct reviews of VI COMCAM management controls and assets to ensure cost-effective and efficient operation.

(t) Coordinate for DON with the CMC on all VI and COMCAM matters that affect the Marine Corps.

b. The Commander in Chief, U.S. Atlantic Fleet (CINCLANTFLT), Commander in Chief, U.S. Pacific Fleet (CINCPACFLT), and Commander, Naval Reserve Force (COMNAVRESFOR) shall each comply fully with the provisions of the Navy Combat Camera (COMCAM) Program Instruction and shall:

(1) Establish, maintain, and issue a Strategic Planning Process that promotes the VI process, as stated in the DoD VI Functional Process Improvement Study, and supports validated Operating Forces missions and objectives.

(2) Develop, maintain, train and equip COMCAM resources to provide rapid deployable COMCAM assets for the planning and execution of operational imagery documentation of force deployments and activities before, during and after military engagements, operations and emergency actions, that will be available for tasking by:

(a) Fleet and cognizant commanders of the Operating Forces of the Navy and their staffs;

(b) The Unified Combatant Commands, the Sub-unified Commands and Joint Task Force Commanders and their staffs, and;

(c) The National Command Authority (NCA), Joint Staff and other Federal Agencies, as directed.

(3) Ensure Navy COMCAM resources are made available to Navy and Joint commanders at all echelons to meet Joint requirements such as State Funeral Plans and augmentation of the Joint Combat Camera Center.

(4) Integrate planning concerned with implementing operations and management actions (Deliberate Planning) for Navy COMCAM Program with other Navy planning systems.

(5) Ensure sufficient COMCAM resources are available to fulfill Force Package requirements to support military operations detailed and tasked via the Joint Operations Planning and Execution System (JOPES).

(6) Identify to the Supported Combatant Commands and Joint Task Force (JTF), via the appropriate chain of command, those Navy specific IW objectives, military actions, or specified areas of interest to be visually documented during joint operations.

c. The Commander in Chief, U.S. Atlantic Fleet (CINCLANTFLT) and Commander in Chief, U.S. Pacific Fleet (CINCPACFLT), in addition to the responsibilities assigned in paragraph 7b, shall:

(1) Designate a senior VI officer to act as the Fleet COMCAM representative to manage Fleet COMCAM, ensure execution of Fleet COMCAM operational responsibilities and coordinate with the CNO (N09C1) COMCAM Officer to implement the Navy VI COMCAM Program.

(2) Ensure VI and COMCAM combat support requirements are included in all Operations Plans (OPLANS) and Operational Orders (OPORDS) of the Operating Forces of the Navy.

d. Major Claimant. Each major claimant shall:

(1) Maintain a MCVIMO to be responsible for all VI matters and implement all VI policy and procedures issued by CNO (N09C1).

(2) Ensure a Visual Information Manager (VIM) is designated at subordinate commands and activities to act as VI staff officer and to administer and manage VI within the command.

(3) Recommend the establishment, deactivation and any major changes in operational capabilities of VI activities.

(4) Monitor VI Equipment and Material Allowance Lists for subordinate commands.

(5) Ensure proper and effective use of VI resources through annual reviews and periodic on-site inspections.

(6) Perform the AV and VI production management tasks that are assigned in, and ensure compliance with the AV and VI Production Management Instruction (authorized in paragraph 1).

(7) Plan, budget, and ensure acquisition and life cycle management for VI equipment, systems and material in accordance with the VI Equipment Management Instruction (authorized in paragraph 1) except for those Aircraft Carrier (CV/CVN) systems supported by the OPN/OPE Program managed by CNO (N09C1) and PEOTACAIR (PMA-241).

(8) Ensure VI equipment and inventory management complies with ASN (FM&C) and Commander Naval Supply Systems Command (COMNAVSUPSYSCOM) property management directives to include acquisition, inventory and disposition of equipment as outlined in the provisions of the VI Equipment Management Instruction authorized in paragraph 1.

(9) Coordinate requirements submitted by commands and activities for new and improved VI equipment, material, techniques and systems and recommend further test and evaluation to CNO (N09C1).

e. Office of Primary Responsibility (OPR). The OPR is the office that initiates an AV/VI production by completing a DD form 1995. The OPR, per the AV and VI Production Management Instruction (authorized in paragraph 1), shall:

(1) Ensure review of VI and AV production requests for duplication of existing productions, to

ensure that the VI production is the appropriate medium to convey the message, and that the production will be made available to the widest possible audience.

(2) Complete currency review report and forward to the Joint Visual Information Services Activity, Tobyhanna.

f. Commander Naval Air Systems Command (COMNAVAIRSYSCOM) shall:

(1) Provide centralized funding, acquisition management, logistics support and life cycle management for the transition of Aircraft Carrier (CV/CVN) photo labs to digital systems by PEOTACAIR (PMA-241).

(2) Provide configuration management, and technical inputs to VI Equipment and Material Allowance Lists for digital equipment for Aircraft Carrier VI systems.

g. Commanding Officer, Naval Media Center (NAVMEDIACEN), per reference (b), operates and maintains the single DON activity supporting Navy and DoD VI/JVIS requirements that provides:

(1) VI production support for all DON and DoD Components and Federal Agencies;

(2) The sole contracting activity within the DON authorized to procure VI productions, or VI scripts and productions separately;

(3) The central Navy collection and processing point for disposition of motion and still media record imagery into the Defense Visual Information Center (DVIC) and the National Archives per references (b) and (f).

h. MCVIMOSs and VIMs. Refer to the instructions authorized in paragraph 1 for detailed guidance on all aspects of the NAVIP.

## **8. Exclusions**

a. Media related exclusions. The provisions of this instruction do not apply to:

(1) Photomechanical reproductions.

(2) Maps.

(3) X-rays.

(4) Microfilm.

(5) Microfiche.

(6) Mixed media packages with a predominance of text.

b. Content-related exclusions. Except as provided at paragraph 8f, the provisions of this instruction do not apply to:

(1) Command and control imagery displayed in conjunction with weapons systems.

(2) Imagery collected or generated exclusively for surveillance, reconnaissance, intelligence

purposes only when acquired by a dedicated reconnaissance or surveillance platform. This exclusion does not include the processing, exploitation, and further reproduction support of these images.

(3) Productions on the technical, procedural, or management aspects of Navy and DoD cryptological operations.

(4) Imagery gathered for criminal investigations and other legal evidentiary procedures.

(5) Medical diagnostic imagery such as that gathered by ultrasound and magnetic resonance imaging.

c. Organization related exclusions. Except as provided at paragraph 8f, the provisions of this Instruction do not apply to:

(1) The Armed Forces Radio and Television Service.

(2) The broadcasting service of the Navy.

(3) Facilities, services, and products operated or maintained under SECNAVINST 1700.10C (NOTAL), including "Navy and Marine Corps News."

(4) Activities engaged in or supporting research, development, test and evaluation.

(5) The Navy Motion Picture Service (PERS 651).

d. Production type exclusions. The provisions of this Instruction do not apply to:

(1) Productions acquired from commercial sources by or for:

(a) Morale, welfare, and recreation (MWR) activities.

(b) Education centers.

(c) Non-VI libraries controlled by DoD Directive 1015.1 (NOTAL).

(2) Productions funded and reported as an integral part of a recruiting advertising contract.

e. Equipment-related exclusions. Specific types and uses of VI equipment which fall within the categories listed below and the media, content, organizational, and production categories listed above are covered in the VI Equipment Instruction authorized in paragraph 1. Unless equipment is specifically covered in the VI Equipment Instruction, the provisions of this instruction do not apply to:

(1) Equipment of a VI nature embedded in training devices or other integrated systems. The term "embedded" refers to VI equipment which is specifically designed to serve a dedicated or special purpose or function within a non-VI system. Such VI equipment cannot be physically separated or operated to perform a VI function outside the non-VI system. This VI equipment is managed as part of that non-VI system.

(2) Equipment of a VI nature not performing a VI function.

(3) Equipment of a VI nature acquired with non-appropriated funds.

(4) Audio or video teleconferencing equipment.

(5) Simulators.

f. Exceptions to exclusions. Per reference (g), there are a number of conditions under which imaging products, normally excluded by the paragraphs above, are to be managed in accordance with the other provisions of this instruction. Specifically:

(1) Imagery that documents events of an historic nature, or that is otherwise of important evidentiary value, must be considered for immediate public release, declassified as appropriate, and forwarded for accessioning into the permanent record. Examples include:

(a) Documentation of news events reported in the media;

(b) Bomb damage assessment and weapons systems imagery that documents newsworthy or historically significant operations;

(c) Significant events involving distinguished visitors, or senior military and civilian leadership;

(d) First launchings, flights, operations or employment of significant weapons systems;  
and

(e) Other exceptions, as outlined in reference (g).

(2) When excluded imagery is subsequently compiled to create a VI production, that production shall be managed in accordance with this instruction.

9. **Action.** All Navy activities shall immediately implement this instruction.

WILLIAM J. FALLON  
Admiral, U.S. Navy  
Vice Chief of Naval Operations

Distribution:

SNDL Parts 1 and 2

## **COMMITTEES, WORKING GROUPS, AND PANELS**

### **Navy Visual Information and Combat Camera Steering Committee (NVISC)**

1. The purpose of the NVISC is to advise and assist the Special Assistant for Public Affairs Support (N09C) on VI policy, planning, management, and standardization.

2. The NVISC is a permanent body consisting of a representative from the Chief of Information, the Office of the Assistant for Naval Media (N09C1), CINCLANTFLT (N3VI), CINCPACFLT (N315), COMNAVRESFOR (Code 40), BUMED (MED-05B2), CNET (NETPMSA (72)), ONI (34), FLTIMAGCOMPAC and PEOT (PMA-241). The Chair shall be appointed by the Special Assistant for Public Affairs Support (N09C) or his/her designated representative. CNO (N09C1) shall provide an Executive Secretary with the responsibilities of recording the minutes and handling assigned administrative duties. Temporary representation may be invited for specific purposes and periods.

3. The NVISC meets semiannually or as requested by a member.

4. Working groups of the NVISC are as follows:

a. The Navy Visual Information Standardization Panel

(NVISP). The NVISP reviews and makes recommendations on VI standards and policies for the standardization of VI resources and to apply appropriate standardization policies. The NVISP serves as a forum for exchanging information and developing standardization, technology planning and associated issues.

(1) The NVISP is a permanent working panel consisting of a representative from the Major Claimants listed in paragraph 2 above. The CNO (N09C1), or designated representative, shall appoint a Chairman. Temporary additional representatives from the Navy Components and other organizations may be designated to provide assistance on VI standardization and related issues or invited for specific purposes and periods. Working groups may be formed to deal with specific tasks.

(2) Non-Government Standards (NGS) should be used to the maximum extent practicable. NVISP should emphasize the adoption of Commercial Off-The-Shelf (COTS) and non-developmental items in preference to developing Navy-unique material.

(3) The NVISP shall review and recommend NAVIP representatives to serve on applicable elements of the ANSI and other International, National, U.S. and DoD standards organizations.

(4) The NVISP shall meet at least annually or as requested by a member.

(b) Navy Combat Camera Planning Group (NCCPG). The NCCPG is headed by CNO (N09C1) and comprised of representatives from CINCLANTFLT, CINCPACFLT, CHINFO (OI-22) and COMNAVRESFOR. The NCCPG will meet on a regular or as-needed basis to advise and assist Fleet CINC and COMNAVRESFOR staffs, as required, in preparing and updating COMCAM plans, as well as to advise and assist the CNO (N09C1) representative who sits on the Joint Combat Camera Planning Group (JCCPG).

5. The NVISC shall charter such other working groups as may be required to address specific items of interest.

## **VISUAL INFORMATION (VI) DEFINITIONS**

**Adopted AV Production.** An AV production produced or commercially acquired by one Component or Federal agency that a DoD Component obtains for its internal use.

**Architecture.** Is used here to describe the structure of components (or elements), their relationships, and the principles and guidelines governing their design and evolution over time. Technical architectures deal with hardware and software systems and how they are designed and configured. Process architectures deal with how and what business practices are carried out to accomplish a function.

**Armament Delivery Recording.** Motion picture, still photography, and video recordings showing the delivery and impact of ordnance. This differs from reconnaissance imagery in that it records the act of delivery and impact and normally is done by the weapon system delivering the ordnance. Used primarily for evaluating strike effectiveness and for combat crew training. It is also one of the principal sources of over-the-target documentation in force employments.

**Audio.** Relates to recording, production, and reproduction of sound, especially the sound portion of a VI production (e.g., a motion picture, videotape, or slide and tape).

**Audiovisual (AV).** One or more of the various audio or visual media other than traditionally printed materials such as books. Included are still photography, motion photography, videography, audio recording and playback, graphic arts, presentation services, and associated support services.

**Audiovisual (AV) Production.** An AV production is distinguished from other VI productions by the combination of motion media with sound in a self-contained, complete presentation, developed according to a plan or script for the conveying information to, or communicating with, an audience. (See “VI Production” for the definition of all other forms of production.)

**Audiovisual based.** Is those means and products using the senses of hearing and sight either separately or in combination to communicate ideas or information audiovisually. Not included are books, newspapers, magazines, brochures, and other printed documents.

**Benefit Cost Analysis.** Part of an on-going management oversight process to ensure proper allocation and efficient use of resources to accomplish agency missions by comparing the value a process adds to the mission in relation to its cost to perform.

**Cable Television System (CATV).** Distributes one or more television programs by modulated radio frequency or other signals through a cable distribution system to standard television or radio receivers of subscribers who pay for such service. CATV facilities are commercially owned and operated.

**Centrally Managed.** A single organization unit or command which determines requirements, provides approval authority, sets standards, acts as an inventory manager or control point, budgets and procures for multiple users.

**Centrally Procured.** Procurement of material, supplies, or services by an officially designated command or agency with funds specifically provided for such procurement for the benefit and use of the entire component or, in the case of single managers, for the military departments as a whole.

**Clearance.** The procedures used to determine release authority for VI products or information proposed for public dissemination. This involves determination that the product or information has no classification, policy, legal, or copyright restrictions that would preclude public access.

**Closed Circuit Television (CCTV).** Point-to-point signal transmission by cable or directional radiation where the audience is limited by physical control or nonstandard transmission.

**Combat Camera (COMCAM).** The acquisition and utilization of still and motion imagery in support of military operations. COMCAM does not include imagery specifically acquired by intelligence activities

**COMCAM Forces.** Rapid deployable teams, specially trained and equipped to acquire, process and transmit classified and unclassified still and motion imagery.

**Commercial Activity (CA).** An activity operated and managed by a DoD Component that provides to the Government products or services which are available from private commercial sources.

**Commercial VI Production.** A completed VI production, purchased off-the-shelf, i.e., from the stocks of a vendor.

**Communications process.** The exchange of ideas, data, and information, regardless of the forms or technologies used.

**Computer Generated Graphics.** The production of graphics through an electronic medium based on a computer or with computer techniques.

**Consultation Services.** The process of seeking or offering professional or expert advice, guidance, or information.

**Contract VI Production.** A VI production produced by a commercial producer under contract to the DoD.

**Customer Representative (CR).** The CR represents the requesting Component or Agency at the production activity; ensures that the script and production conform to Component or Agency policy and objectives; has approval authority over script and production at established milestones; works with the Component or Agency's Technical Advisor and the production activity's project officer to determine or arrange for production logistics support (personnel, facilities and equipment). (See "Technical Advisor".)

**Dedicated VI Activity.** A VI activity whose products and services are provided only to a specified organization or function. Includes activities within deployable elements of the operating forces.

**Defense Automated Visual Information System (DAVIS).** A standard automatic data processing system utilized throughout the DoD for VI management purposes at DoD Component and major command levels. It includes a production data base covering production, acquisition, inventory distribution, product status, and archival control of AV productions and VI materials; and a VI facilities data base that includes activities, facilities, personnel, and funds.

**Deliberate planning.** Planning concerned with implementing operations and management actions.

**Direct Cost.** Any item of cost (or the aggregate thereof) which may be identified specifically with any objective, such as a product, service, program, function, or project; usually, but not necessarily, limited to items of material and labor. The distinction between direct and indirect costs is often arbitrary or is based on convenience and cost accounting simplicity without sacrifice of reasonable accuracy in overall costs of specific objectives.

**Dissemination.** The NAVIP-initiated distribution of VI products or information to the public.

**Distribution.** The NAVIP initiated forwarding, sending or circulating of VI products and information for internal use or to other governmental agencies.

**DoD Component.** An organization that is part of the office of the Secretary of Defense (and its field

activities), one of the Military Departments, part of the Organization of the Joint Chiefs of Staff, one of the Defense Agencies, or one of the Unified and Specified Commands.

**Duplication.** The making of copies from an earlier generation of VI materials including all copies beyond the original or master copy.

**Electronic News Gathering (ENG).** A form of electronic journalism. The application of a portable video system to record newsworthy events.

**End-Item (Equipment).** A final combination of products, component parts, or material that is ready for its intended use (e.g., a photographic enlarger with lenses and negative carriers).

**Environment.** The aggregate of external procedures, conditions, and objects that affect the development, operation, and maintenance of an information system.

**Evaluation.** The process used to determine the amount, value, or benefit of an entity or function.

**Executive Agent.** A DoD Component to which responsibilities and authority have been assigned to carry out certain duties centrally that would otherwise be exercised by the DoD Components individually. An official or office delegated administrative or supervisory responsibility to execute the provisions of a law or government-directed programs or duties.

**Film or Video Clip.** A limited form of VI product. An assemblage of motion picture footage or videotape (usually documentary) in continuity, usually without editorial or optical effects, and normally without audio except that recorded during the documentation using single system sound or video recording. Simple titles may be used for identification purposes.

**Graphic Arts.** The design, creation, and preparation of two and three dimensional audiovisual based products including charts, graphs, posters, and visual materials for VI productions, VI products, printed publications, displays, presentations, and exhibits prepared manually, by machine or by computer.

**Identifiable Additional Costs.** Costs incurred to support the customer that are above the suppliers normal operating costs.

**Imagery.** The imitation, copy, or representation of a person, place, or entity captured, depicted, fixed, recorded, drawn, or stored on a photochemical, electronic, electro-optical, or mechanical medium for the purpose of reference, display, transmission, storage, or distribution to communicate ideas or information.

**Indirect Costs.** An item of cost (or the aggregate thereof) that is incurred for joint objectives and may not be identified specifically with a single final objective, such as a product, service, program, or project.

**Information.** Any communication or representation of knowledge such as facts, data, or opinions in any medium or form, including textual, numerical, graphic, cartographic, narrative, or audiovisual forms.

**Information Communication Process.** The set of rules or procedures used to collect, process, maintain, transmit, and disseminate information.

**Information Resources.** Includes both government information and information technology.

**Information Technology.** The hardware and software operated by a Federal agency or by a contractor of a Federal agency or other organization that processes information on behalf of the Federal government to accomplish a Federal function, regardless of the technology involved, whether computers, telecommunications, or

others. It includes automatic data processing equipment as that term is defined in Section 111(a)(2) of the Federal Property and Administrative Services Act of 1949. For the purposes of OMB Circular A-130, automatic data processing and telecommunications activities related to certain critical national security missions, as defined in 44 U.S.C. 3502(2) and 10 U.S.C. 2315, are excluded.

**Intelligence Report.** A VI report. An assembly of VI documentation prepared to fulfill a duly assigned responsibility for intelligence collection, analysis or dissemination.

**Interactive.** Refers to VI productions designed for communication applications in which viewers can make decisions prompted by choices offered in the program which trigger further information and feedback to be presented.

**Interactive Videodisc System (IVD).** A visual medium for instructional delivery that employs the integration of videodisc or compact disc with computer technologies to provide a high degree of interaction between the student and the instructional program. IVD uses a computer-driven videodisc or compact disc player to randomly access selected sequences of frames to present visually based interactive courseware.

**Interagency Support.** Support provided by a Military Department or Federal agency for another Military Department or Federal agency.

**Inventory Control Point (ICP).** An organizational unit or activity which is assigned the primary responsibility for the material management of VI material, products, productions, and records. Material inventory management includes cataloging direction; requirements computation; procurement direction; distribution management; disposal direction; and, generally, rebuild direction.

**Joint-Interest Production.** A VI production in which each of two or more DoD Components share some degree of interest, contribute support and intend to use.

**Joint Visual Information Services (JVIS).** VI services operated and maintained by a DoD Component to support more than one DoD organization.

**Life cycle management.** A management process that governs a process or system from conception to final disposition.

**Linear.** Refers to video editing in which each shot or scene is recorded in sequence to create a complete presentation. By contrast non-linear video editing devices allow for scenes to be selected in random order and then be assembled electronically into the final sequence.

**Major Claimant VI Management Office (MCVIMO).** A staff office at the major claimant management level, which prescribes and requires compliance with VI policies and procedures and reviews operations.

**Mechanism.** A particular technique or technology for implementing a function.

**Mixed Media.** A combination of one or more VI media and one or more non-VI media, such as a film strip and accompanying printed material.

**Motion Media.** A series of images, viewed in rapid succession giving the illusion of motion, obtained with a motion picture or video camera.

**Multimedia.** A combination of more than one VI medium used in a single production.

**Naval Imaging.** The collection, processing, storage, retrieval and exploitation of representations through photographic, electronic or electro-optical means in support of Navy missions and tasks.

**Navy Combat Camera Program.** A uniform, systematic, and comprehensive life cycle management program to provide and insure availability of complete, accurate, timely, and accessible visual information records of United States naval military operations and activities for decision making, historical and other uses.

**Naval Visual Information Program (NAVIP).** All of the VI functions individually or collectively in the NAVIP and their processes and elements, including products, services, resources, organizations, and information, and their governing and controlling mechanisms.

**Official NAVIP Imagery.** All photographic and video images, regardless of the medium in which they are acquired, stored, or displayed, that are recorded or produced by persons acting for or on behalf of NAVIP activities, functions, or missions.

**Original.** The initial photographic image, photographic or magnetic sound recording, or video recording as compared with subsequent stages of duplication. Frequently referred to as record (VI) material.

**Operational Documentation (OPDOC).** VI COMCAM documentation of activities to convey information about people, places and things. It is general purpose documentation normally done in peacetime. (See “VI Documentation”).

**Optical Instrumentation.** Use of optical systems, coupled with photographic or television recording devices that may include audio, to record scientific and engineering phenomena for measurement and analysis. It may include the recording of data to correlate optical images to time or space positions, or other engineering data.

**Performance Measures.** A significant measure used on its own or in combination with other key performance indicators to monitor how well a business is achieving its quantifiable objectives.

**Performers.** Persons who play dramatic roles, narrate (on or off screen), pose or otherwise perform in VI productions.

**Permanent VI Record Material.** Those VI products which document the organization, functions, policies, procedures, personalities, essential transactions, and significant mission and support activities of the DoD, a DoD Component, or a subordinate element thereof. Includes those VI products containing information that is unique in substance, arrangement or manner of presentation; depicting phenomena; utilizing or depicting new technology; representing an advance in the state-of-the-art; and/or having current or potential value from an historical perspective.

**Photography.** The process or art of rendering optical images on sensitive surfaces by electronic or chemical action stimulated by light or other forms of radiant energy such as X-rays or infrared radiation.

**Photojournalism (PJ) (PHOJO).** Conveying a story through still photography of a significant DoD event, normally to support the news media or internal DoD publications.

**Planning.** The process of plotting or designing a scheme of arrangements of methods, actions or procedures to be implemented to accomplish a project or defined purpose.

**Preprint Material.** For motion picture, all original picture and sound material, organized in finished, synchronized form as matrices for the reproduction of projection prints directly from “A” and “B” rolls or from an internegative. (The equivalent in video is the edited master.)

**Process.** A definition of how and in what sequence one or more business functions are to be carried out in a system. A business function is what a business needs to do; a process is what a system needs to do; a mechanism is how the system does it.

**Production Costs.** All direct and indirect costs incurred from the time of activation through approval of the first acceptance copy of the production. This does not include the cost of copies for distribution.

**Production Files.** The textual records which pertain to each VI production.

**Proprietary VI Production.** A completed VI production, including IVD, acquired from a proprietary source, either profit or non-profit. Includes commercial VI productions.

**Ready Access File.** A collection of VI products, in one or more formats, for which there is a frequent requirement, which are maintained at a customer service point for issue to authorized customers at the time of request to reduce delays in service. Once in a ready access file, items may be kept in this status as long as demand justifies.

**Released.** Refers to the determination made by the NAVIP that a NAVIP VI product is authorized to be provided to the public.

**Reproduction.** The making of copies from an earlier generation of VI materials. It includes all copies beyond the original or master copy.

**Retrieval.** The processes associated with recovering or withdrawing VI materials from interim or archival storage or filing.

**Seamless.** A mechanism in which its operating processes and connections are transparent to the user.

**Semi-current Records.** Records, not qualifying as current records, required so infrequently in the conduct of current business that they should be moved to, and maintained by, a records center.

**Still Photography.** The medium used to record still imagery, including negative and positive images.

**Strategic planning.** The planning that provides for broad long term guidance to shape the direction and set priorities for a function or organization.

**Tangible audiovisual based end-items.** The NAVIP VI Products resulting from accomplishing the NAVIP.

**Technical Advisors (TA).** Component or agency representatives having detailed knowledge of the subject matter of a VI production requested by a Component or Agency. They are assigned to assist the production activity by ensuring technical accuracy of a production script and the production itself. Additionally, the TA, with the Command Representative and the production activity's project officer, is responsible to arrange for production logistic support (personnel, facilities and equipment).

**Technical Documentation (TECDOC).** VI documentation (with or without sound as an integral documentation component) of an actual event made for evaluation purposes. Typically, TECDOC contributes to the study of human or mechanical factors, procedures, and processes in the fields of medicine; science; logistics; research, development, test and evaluation; intelligence; investigations; and armament delivery.

**Technical Guidance.** Specialized or professional guidance and direction exercised by an authority of the naval establishment in technical matters.

**Technical Report.** A VI report. An assemblage of TECDOC (still or motion media) to report on a single mission or project-related event.

**Video.** Electronic recording and playback of imagery.

**Videography.** Recording, processing, or displaying visual imagery electronically.

**Video-conferencing.** Two-way electronic voice and video communication between two or more locations; may be interactive voice and video, or two-way voice and one-way video; includes full-motion video, compressed video, and freeze (still) frame video.

**Visual aid.** A type of VI product in any of the audiovisual based formats designed to help communicate information.

**Visual Information (VI).** Use of one or more of the various visual media with or without sound. VI includes still photography, motion picture photography, video recording with or without sound, graphic arts, visual aids, models, displays, visual presentation services, and the support processes.

**Visual Information System.** Equipment or a group of equipment components (including Interactive Video Disc and/or visually based equipment) which performs a VI function, produces a VI product, or provides a VI service.

**VI Activity.** An organizational element or a function within an organization in which one or more individuals are classified as VI, or whose principal responsibility is to provide VI services. VI activities include those that do the following:

- a. expose and process original photography;
- b. record, distribute, and broadcast electronically (video and audio);
- c. reproduce or acquire VI products;
- d. provide VI services;
- e. distribute or preserve VI products;
- f. prepare graphic artwork;
- g. fabricate VI aids, models, and displays;
- h. provide presentation services or manage any of these activities.

**VI Distribution.** The cataloging and distribution process of the central distribution activities and the loan operations of field VI libraries.

**VI Documentary Activity.** The process of objective factual capture and recording of events or activities using audiovisual-based imagery and audio.

**VI Documentation (VIDOC).** Motion media, still photography, and audio recording of technical and non-technical events, while occurring, and usually not controlled by the recording crew. VIDOC encompasses COMCAM, OPDOC, and TECDOC.

## **VI Equipment**

- a. **Production.** Items used for the recording, producing, reproducing, processing, broadcasting, editing,

distribution, exhibiting, and storing of VI. Includes professional still, motion picture and video cameras; editing equipment, telecine equipment, audiotape and cassette duplicators; computer generated graphics systems; film and paper processing equipment photographic printers.

**b. Non-production.** Items used to maintain, repair, store, retrieve, exhibit or otherwise provide for the use of VI products. Includes videotape/disc players and television monitors; interactive video equipment; and, slide, film strip, motion picture, overhead, opaque and video projectors.

**c. Other.** When items that could otherwise be identified as VI equipment are an integral part of a non-VI system or device (existing or under development), they shall be managed as a part of that non-VI system or device.

**VI Facility.** A building or a space within a building or ship, owned or operated by the Federal Government, that houses an authorized VI activity. Transportable or portable VI equipment (such as a video recording van or portable VI equipment used in a temporary housing) also shall be classified as a VI facility.

**VI Functions.** The individual VI processes of photography, videography, graphic arts, VI production, duplication, distribution, records preservation, presentation and related technical services that support the NAVIP and its missions.

**VI Library.** A VI facility which loans and maintains VI media and equipment.

**VI Management Office (VIMO).** A staff office at the CNO, major claimant (MCVIMO), command or other management level, which prescribes VI policies and procedures, and reviews and oversees its portion of the NAVIP.

**VI Materials.** A general term which refers collectively to all of the various VI still and motion films, tapes, discs, or graphic arts. Includes the original, intermediate and master copies, and any other recorded imagery.

**VI Personnel.** Personnel possessing professional and technical knowledge, skills, and qualifications to perform or support the VI functions.

**VI Production.** The process of combining or arranging any separate audio or visual product(s) in continuity in a self-contained, complete presentation that is developed according to a plan or script for conveying information to, or communicating with, an audience. A VI product is also the end item of the production process. The special kind of VI production that combines motion media with sound is further defined as “AV production.” Used collectively, VI production refers to the functions of procurement, production, or adoption from all sources; i.e., in-house or contract production, off-the-shelf purchase, or adoption from another Federal agency.

**VI Products.** VI media elements such as motion picture and still photography (photographs, transparencies, slides and film strips), video and audio recordings (tape or disc), graphic arts (including computer generated products), models, and exhibits. The “VI production” is a unique form of VI product and usually is addressed separately.

**VI Records.** VI materials, regardless of format, and related textual records produced by the NAVIP.

**VI Records Center.** A facility specially designed for efficient low-cost temporary storage, referencing, and retrieval of VI records prior to final disposition.

**VI Report.** VI documentation assembled to report on a particular subject or event.

**VI Resources.** The personnel, facilities, equipment, products, budgets, and supplies which comprise the NAVIP.

**VI Services.** Those actions of the NAVIP that:

- a. Result in obtaining a VI product;
- b. Support the preparation of a completed VI production such as photographing, processing, duplicating, sound and video recording, instrumentation recording, film to video transferring, editing, scripting, designing, and preparing of graphic arts;
- c. Support existing VI products such as distribution and records center operations;
- d. Use existing VI products, equipment, equipment maintenance, and activities to support other functions such as projection services, operation of conference facilities, video-teleconferencing, or other presentation systems.

**VI Support Center (VISC).** The VI activity that provides general support to all installation, base, facility or site organizations or activities. It may include: motion picture, still photo, television and audio recording for non-production documentary purposes, their laboratory support, graphic arts, VI library and presentation services.

**VI System.** Equipment or a group of equipment (including IVD and/or visually based equipment) which performs a VI function, produces a VI product, or provides a VI service.